

I Need A Logo...

What will you use it on? **Tag line or no tag line?**
 What file type do you need? **Stacked?** **Bicentennial?**
 For print or for web? **Full color, black or white (reverse)?** **Horizontal?**

Office of Communications
 397 Central Street • (802) 485-2080
 ocstaff@norwich.edu • oc.norwich.edu

Requesting a Logo

When you request a logo we will ask about your planned usage, who the audience is, and what format is needed. With this information we will be able to provide you with the best possible file that is on brand and accurate. NU logos are registered trademarks and legally protected.

You must contact our office before releasing any logo to an outside source.

Details about logos

There are various types of file formats that we can provide depending on your need.

.ai and .eps Vector file types for high resolution print. Generally these cannot be opened or viewed unless you have the proper programs but they are generally what many outside promotion product vendors require. They generally have a transparent background.

.jpg These are usually a smaller file size and are more easily viewed and placed. jpgs generally have a background and are for print or web usage.

.png These are smaller file size and are used mainly for web placement. This file type does provide a transparent background.

OUR BRAND IS MORE THAN JUST A LOGO

Norwich Corporate Fonts

Below are the corporate fonts of the NU brand, recognized by our target audiences as visual elements of our brand.

Primary

Minion Regular - abcdefghijklmnopqrstuvwxyz

Minion Italic - abcdefghijklmnopqrstuvwxyz

Minion Bold - abcdefghijklmnopqrstuvwxyz

Secondary

Myriad - abcdefghijklmnopqrstuvwxyz

Myriad Italic - abcdefghijklmnopqrstuvwxyz

Myriad Bold - abcdefghijklmnopqrstuvwxyz

Our traditional Norwich logo is used when presenting our long-standing brand to audiences that are learning about us for the first time and where it is necessary to maintain the visual relation of the university. Examples of when to use the traditional logo include all admissions recruitment tools, national advertising of our academic programs, and any ROTC support materials.

We have several variations of the university logo to support different applications.

The "white" versions of the traditional logos are not just a reverse of the logos. The positive/negative is reversed as well so it is extremely important for you to contact this office for a correct file.

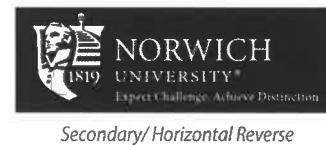
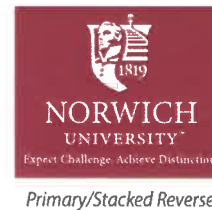
When appropriate we can also supply our simple wordmark logos that are built using our corporate font and determined size relation depending on orientation.

We also have a variety of **specialty logos** that have been developed for very specific purposes and are **limited to use** by particular groups.



University Seal
President's use only

NUAA
For NUAA use only



Athletic Logos

Norwich has registered athletic logos. You must seek permission from the Office of Communications prior to use. We then provide proper file type. There are logos for each varsity team that we can provide upon request.



Bicentennial Logos

Norwich has five year-themed logos for the Forging the Future bicentennial campaign as well as the overarching campaign logo. These logos are used when promoting the campaign and on commemorative, celebratory items marking our 200 years.



Color: PMS 131 Color: PMS 554 Color: PMS 295 Color: PMS 525 Color: PMS 202

Norwich Corporate Color Palette

Below are the corporate colors of the Norwich brand for print, electronic, and web utilization.

Primary Palette



PMS 202
WEB 88001



PMS 871/147
WEB c7a362



Black
WEB 444444



Cool Grey 10
WEB 666666



PMS 1605
WEB a85623



PMS 116
WEB ffc00

Secondary Palette